




County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE

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DAVID E. JANSSEN
Chief Administrative Officer

VIA FACSIMILE AND COUNTY MAIL

February 25, 2004

To: All Department Heads
From: 
David E. Janssen
Chief Administrative Officer

Board of Supervisors
GLORIA MOLINA
First District

YVONNE BRATHWAITE BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

USE OF THE COUNTY MISSION STATEMENT AND COUNTY MOTTO

There has been confusion about when to use the County Mission Statement and when to use the County Motto. The purpose of this memorandum is to provide some clarifying guidance on the subject.

By way of background, on December 17, 2002, the Board of Supervisors adopted the first revision to the County Strategic Plan which included a County Mission Statement: "To enrich lives through effective and caring service." On August 19, 2003, the Board approved a County Motto, "Enriching Lives" as a simple, condensed and catchy way of expressing the County Mission Statement.

The County Mission Statement is an official statement of the County's organizational purpose: it states what we do, "enrich lives"; and how we do it, "through effective and caring service." The County Motto, "Enriching Lives", is just a simple characterization of the County Mission Statement.

The following are guidelines to be used in determining whether to use the County Mission Statement or the Motto:

- The County Mission Statement is preferred over the Motto and should be used whenever possible. For instance it should be used on all departmental letterhead, web internet and intranet home pages, and official reports. It should also appear in informational brochures and other public informational tools.
- The County Motto should only be used when it is not feasible to use the longer Mission Statement. For example, the Motto may be more appropriate on business cards because of their size.

All Department Heads
February 25, 2004
Page 2

- It is also appropriate to use both in any single document or other informational tool. For example, the Mission Statement may be included on the front page of the document and the Motto included on internal pages.

My office will be sending this information, via a PDF copy of this memorandum, to departmental administrative deputies, productivity managers, public information officers, Strategic Plan coordinators, and information technology coordinators. We would also appreciate your assistance in circulating to managers within your departments. If you have any questions, please contact Lari Sheehan of my staff at (213) 974-1174 or lsheehan@cao.co.la.ca.us. Thank you.

DEJ:LS:os

c: Each Supervisor